

WHAT IS CLAIMED IS:

- 5 1. A skin care or cleansing composition comprising:  
(a) about 0.01 % to about 1 % by weight of said composition of solid single-crystal, flat, platy particles;  
said particles having an index of refraction of about 1.8 to about 2.2; and  
10 (b) a cosmetically acceptable vehicle;  
wherein said composition has an Opacity of less than about 20%.
- 15 2. The composition of claim 1 having an Opacity of less than about 10 %.
3. The composition of claim 1, wherein said platy particles are selected from the group consisting of bismuth oxy-chloride, aluminum oxide, zirconium oxide, boron nitride, crystals of solid phase solutions, and mixtures thereof.
- 20 4. The composition of claim 1, wherein said platy particles are bismuth oxy-chloride.
5. The composition of claim 1, wherein said platy particles have a particle  
25 diameter of about 10 micro-meters to about 30 micro-meters.
6. The composition of claim 1, wherein said platy particles have a particle thickness of about 0.1 micro-meters to about 5 micro-meters.

7. The composition of claim 1, that is a leave-on or wash-off composition.
8. The composition of claim 1, wherein said platy particles comprise about 0.05 %  
5 to about 0.5 % by weight of said composition.
9. The composition of claim 1, wherein said platy particles comprise about 0.1 % by weight of said composition.
10. The composition of claim 1, wherein said platy particles are contained suspended in a polar solvent prior to incorporation in said composition.
11. The composition of claim 1, further comprising a skin benefit agent.
12. The composition of claim 11, wherein the amount of said skin benefit agent is at  
15 least about 0.0001% by weight of the composition.
13. The composition of claim 11 wherein the skin benefit agent is selected from the group consisting of retinoids, essential fatty acids, alpha-hydroxy acids, beta-  
20 hydroxy acids, poly-hydroxy acids, skin lightening agents, and mixtures thereof.
14. The composition of claim 11 wherein said skin benefit agent is selected from the group consisting of retinol, linoleic acid, glycolic acid, lactic acid, 2-  
25 hydroxyoctanoic acid, salicylic acid, ferulic acid, sebacic acid, and combinations thereof.

15. A method of imparting radiant skin appearance by applying to the skin the composition of claim 1.

16. A cosmetic skin care composition consisting essentially of:

5 (a) about 0.01 % to about 1 % by weight of the composition of solid single-crystal, flat, platy particles;

said particles having an index of refraction of about 1.8 to about 2.2; and

10 (b) a cosmetically acceptable vehicle;

wherein the composition has an Opacity of less than about 20%; and

wherein said composition is non-pigmented or colorless.

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17. The composition of claim 16, wherein said platy particles are selected from the group consisting of bismuth oxy-chloride, aluminum oxide, zirconium oxide, boron nitride, crystals of solid phase solutions, and mixtures thereof.

20 18. The composition of claim 16, wherein said platy particles are bismuth oxy-chloride.

19. The composition of claim 16, wherein said platy particles have a particle diameter of about 10 micro-meters to about 30 micro-meters.

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20. The composition of claim 1, wherein said platy particles have a particle thickness of about 0.1 micro-meters to about 5 micro-meters.